

When You Cannot Call in Person Telephone Your Orders
Knickerbocker 5100
 They Will Be Executed Quickly and Carefully

Gimbel Brothers

32nd ST. - BROADWAY - 33rd ST

Send your orders to our Mail Order Department
 if you cannot call. They will receive the efficient
 and immediate attention of experienced salespeople.

An Unusual Introductory Offer of New Spring Low Shoes

Oriental Silk Pongee Blouses

A Shipment from the Far East



Natural Color
 made in combination with brocaded silk or plain-colored shantung. The material is the finest of its kind, with what is known as superb "body." Four exquisitely tailored models, any one of which "the woman who knows" will be glad to possess.
 The modest price is **\$8.95**

Closing Out—
 Counter-Matched French Linen Blouses.
 Originally March Higher Priced.
 Special at **\$6.95**

GIMBELS—Third Floor

Especially planned to focus attention on the newer, better Gimbel Shoe Section—already in early Spring array



The first spring showing of the enlarged and beautified Gimbel Shoe Store is already pretentious enough to be authoritative. You may come and see the styles that will be "vogue" later on. You will find a particularly high standard of quality throughout the showing. And, by way of introduction, specially attractive prices have been made of a leading group of models—a demonstration of the value-giving possibilities of this newer Shoe Store. A blending of style, quality and value that will win renewed popularity for these sections of Gimbels.

A Group of Graceful Styles in Women's and Misses' Shoes—Specially Priced Colonial Pumps and Walking Oxfords At \$6.90 a Pair

A fine array of styles that would be \$9.00. A fitting introduction.

A Brief Description of the Various Models

Smart, New Colonial Pumps, for Street and Dress Wear. Hand Turned Soles, Long Slender Vamps, High Arches, LXY Heels. Self-covered Buckles. Developed in Patent Golskin and Black. **\$6.90**
Semi-Glazed Calfskin. **\$6.90**
Women's and Misses' Smart Colonial Pumps. Welting Soles and Leather Military Heels for Street Wear. Hand Turned Soles and Covered Military Heels for Dress Wear. Patent Golskin and Semi-Glazed Calfskin with Self Covered Buckles. **\$6.90**
Women's and Misses' Smart Walking Oxfords. Slender Vamps, Shapely Military Heels, Welting Soles, Prettily Perforated. Offered in Black Glaze Kidskin, Black Semi-Glazed Calfskin, Cordovan Color Calfskin, Dove Grey Calfskin. **\$6.90**
Women's and Misses' Oxfords. A very dressy patent Golskin Oxford. Light welt, stitched soles, leather Cuban heel, plain vamps. Slender, neat effect. **\$6.90**

GIMBELS SHOE SECTION—Second Floor

The Crinoline Cape A New Fashion

All ruffles — from shoulder to hem — its quaint charm seems to have derived inspiration from the Crinoline of a yesteryear.

Each fold is mounted on the satin, which is also the lining.

The graceful collar seems just another rippling fold, but it becomes a fichu that ties its broad ends around the waist to the back.

Sand-color tricotine, **\$69.50**



A Wide Showing of the Newest Dolman Capes at \$18.50 to \$115

Of evora cloth, serge, tricotine and satin. Dolman fashion, panel-back fashion, pannier-sleeve styles, high-collar capes, and others.
 GIMBELS—Third Floor

The February Sale of Petticoats, Continues

With Savings of 10% to 30%

- At \$1.29 — Petticoats, of cotton surrah, large rose pattern, pretty flounce, elastic waistband.
- At \$2.00 — Petticoat of "Sunshine Satine," flounce designed with tucks and tiny ruffles. Black and Spring colors. Has the appearance of silk.
- At \$3.95 — Petticoats of all silk jersey, black and colors; finely pleated flounce.
- At \$4.95 — Petticoats of all silk jersey, all silk taffeta or silk jersey top, with taffeta flounce. Many styles, in black and colors.
- At \$2.65 — Petticoats of crepe de chine, in flesh or white, lace-trimmed flounces.
- At \$4.95 — Petticoats of washable satin, fashioned with French folds hemstitched. Flesh pink or white.

Cashmere Wool Jersey Petticoats Very Special at **\$4.95**

Well designed flounces of novelty silk, in black only.
Petti-bloomers at \$2.95 in black and French blue, plum, green, etc. Elastic at ankle and waist.
 Other Petti-bloomers up to **\$8.95**
 Other Petticoats up to **\$25.00**

GIMBELS PETTICOAT SHOP—Second Floor

Nainsook Underthings FOR WOMEN

About 1/2 Less Than Former Prices

Manufacturer's samples and some garments taken from our regular stocks, which have been soiled from display or handling, have been greatly lowered to assure their immediate clearance. In every case a ribbing will restore the original beauty, and in many cases the soil is so slight that the savings come as a pleasant surprise. Few women will overlook this opportunity of supplying their Spring and Summer needs, and get these splendid garments at these great savings.

The assortment consists of

- Envelope Chemises
- Knee Length Chemises
- Drawers
- Drawer Combinations
- Skirt Combinations
- Petticoats
- Bodices
- Nightgowns

They are daintily made of fine nainsook, effectively trimmed with charming embroideries or laces.

GIMBELS UNDERMUSLIN SHOP—Second Floor

A Remarkable Purchase of Fur Coats At Most Unusual Savings



\$295
 Natural
 Skunk
 Cape
 Stole,
 reduced
 to **\$195.**

Coats

- \$1850—Mink Coat—Now \$1250**
- \$155.00—Natural Leopard Cat Coat;** full length, with Raccoon Collar and Cuffs, now **\$115.00**
- \$115.00—Marmot Coat;** mink color, with large collar and cuffs of Australian Opossum, now **\$95.00**
- \$145.00—"French" Seal Coats,** 3/4 length, with Skunk collars, now **\$95.00**
- \$155.00—Natural Muskrat Coats,** with Raccoon collar and cuffs, now **\$110.00**
- \$195.00—"French" Seal Coats,** 48 in. long, of choicest skins, large shawl collar and cuffs, now **\$145.00**
- \$245.00—Hudson Seal Coats;** trotteur model, very choicest skins, now **\$195.00**
- \$225.00—Moleskin Trotteur Coat,** self collar, cuffs and belt, now **\$179.00**
- \$325.00—Hudson Seal Coats,** with large Beaver collar and cuffs, now **\$245.50**
- \$350.00—Hudson Seal Coat,** with Natural Skunk collar and cuffs, now **\$265.00**
- \$395.00—Caracal Coat,** full length model; Kolinsky trimmed, now **\$245.00**
- \$525.00—Scotch Moleskin Coat,** with large Lynx collar and cuffs, now **\$295.00**
- \$495.00—Seal Coat,** full length, with Black Lynx border collar and cuffs, now **\$350.00**
- \$650.00—Taupe Nutria Dolman Cape,** with finest Skunk border collar, now **\$375.00**
- \$750.00—Hudson Seal Dolman Wrap,** with finest Ermine collar and cuffs, now **\$475.00**



\$575 Hudson Seal
 Dolman Coat,
 reduced to **\$435.**

GIMBELS FUR SECTION—Third Floor.

The samples and stock on hand of a furrier with whom we have been doing business all season. Qualities of skins and workmanship are of the same high grade insisted upon for our regular stocks. We are passing on the advantages of great price concessions. Our own fine stocks of furs are also now marked at final reduction prices.

Fashions include Dolman wraps and capes; full-length coats, three-quarter coats; trotteur coats.



\$350
 Lap.
 Kolinsky
 Coat,
 reduced
 to **\$245.**

Capes, Stoles

- \$525.00—Mink Cape,** now **\$345.00**
- \$450.00—Sable Cape,** blended skins, **\$310.00**
- \$300.00—Natural Mink Stole** - **\$225.00**
- \$250.00—Kolinsky Cape Stole** - **\$195.00**
- \$275.00—Stone Marten Cape Stole** - **\$225.00**
- \$195.00—Ermine Long Stole** - **\$125.00**
- \$225.00—Moleskin Cape** - **\$155.00**
- \$195.00—Kolinsky Stole** - **\$135.00**
- \$115.00—Natural Fisher Scarfs,** of dark selected skins **\$89.50**
- \$89.00—Hudson Bay Sable Scarf,** of single skin **\$65.00**
- \$45.00—Wolf Scarfs,** Grey or Taupe **\$35.00**

Scarfs

- \$22.50—Hudson Seal Collars,** now **\$17.50**
- \$45.00—Brown Fox Scarfs,** now **\$35.00**
- \$47.50—Natural Skunk Scarfs,** now **\$35.00**
- \$85.00—Taupe Nutria Stoles,** new **\$59.00**
- \$75.00—Hudson Seal Stoles,** now **\$55.00**
- \$195.00—Taupe Squirrel Stole,** now **\$155.00**

Muffs

- \$19.50—Nutria Muffs,** now **\$15.00**
- \$22.50—Hudson Seal Muffs,** now **\$18.50**
- \$49.50—Beaver Muffs,** now **\$39.50**
- \$39.50—Taupe Wolf Muffs,** now **\$24.50**
- \$39.50—Natural Skunk Muffs,** now **\$29.50**
- \$47.50—Mink Muffs,** now **\$35.00**
- \$65.00—Black Lynx Muffs,** now **\$55.00**

Adorning the Home

A well-chosen mirror does wonders in adding to the beauty and elegance of a room.

Art Mirrors --- Our Entire Stock At 1-4 Off

Hundreds of beautiful mirrors—in period designs and hand-carved frames, in plain effects and ornate designs. They are marked with regular prices, \$3.00 to \$150.00. Make your selections and deduct 25% during this sale only.

GIMBELS ART SALONS—Sixth Floor

Served Monday from 11:30 to 2:30 in the Gimbel Restaurant—Eighth Floor

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| Assorted Vegetables, Bread and Butter, 50c | Minced Chicken, with Green Peppers, Fruit Salad, Bread and Butter, 60c |
| Grilled Sardines on Toast, Tomato Surprise, Bread and Butter, 50c | Broiled Spanish Mackerel, String Bean Salad, Potato, Bread and Butter, 70c |
| Oyster Pattie, Asparagus, Hollandaise Sauce, Bread and Butter, 60c | Roast Rack of Lamb, Peas, Browned Potato, Bread and Butter, 85c |
| Roast Duck, Fruit Salad, Sweet Potato, Bread and Butter, \$1.00 | |

Blankets and Comfortables

Assure Warmth and Protection against the treacherous weather of February and March. Gimbels is Headquarters for Blankets and Comforters—Satisfaction.

- Plaid Blankets,** for full-sized beds. Wool and cotton mixed, wide colored binding to match various color combinations. Also white with pink and blue borders. A pair, **\$8.75**
- Fine White Blankets.** Wool with small percentage of cotton. Pink and blue striped borders with ribbon binding to match. A pair, **\$15.00**
- Fine Plaid Blankets.** Wool with a small percentage of cotton. Pink, blue, tan, gray and gold block patterns. Ribbon binding to match. A pair, **\$18.00**
- All Pure Wool Blankets,** extra large size, pink or blue striped borders. White taffeta binding, 80c. 90 inches. A pair, **\$25.00**
- Better Blankets to \$45.00 a pair**
- Lamb's Wool Comfortables,** lined with high-grade figured nainsooks. Plain borders to match. Full size. Each, **\$9.75**
- Other Comfortables of Lamb's Wool** covered with fine jacquard silk mulls, plain and figured silks and handsome brocaded effects. Each, **\$13.75, \$18.50, \$22.50, \$27.50 and \$35.00.**

GIMBELS BLANKET SECTION—Second Floor

New Colors Are No More Popular Than the Rich Blues and Blacks

Joyously Gay Are the Ribbons of Springtime



Victory, decrees Paris, brings a Ribbon Year. You can see it on the Boulevards, where a Black Frock glows with a tawny Orange Sash—or a Dark Serge Suit boasts a crude green Gilet, like a splendid bit of Jade—or the Crown of a Hat gleams with Tropical Crimson.

So the Gimbel Ribbon Section is splendidly ready, revealing in gorgeous creations for this Year of Ribbons. There are—

- Sumptuous Ribbons**
 Rich designs in silver and gold on black and colored backgrounds.
- Jewel-like Ribbons**
 In silver cloth with colored backgrounds.
- Luxurious Ribbons**
 In tapestry effects; various widths and designs.
- Subtle Ribbons**
 Satin grounds with jacquard effects in contrasting colors.
- Butterfly-hued Ribbons**
 In lovely warp prints.
- Lustrous Ribbons**
 Of many shades in the wide Baronette satin so much used for girdles.
- Plaid Ribbons**
 For the children's perky hair bows.

You may make of them Girdles, Vests, Bags, Sashes, Gilets, Cushions, Panels, Ruffles for Net Frocks, Hats and many other charming things. Widths range from 5 to 12 inches. Prices from 39c to \$19.00 a Yd. Come and see!

GIMBELS RIBBON SECTION—Main Floor

Shown in the New Spring All-Wool Fabrics Offered in This **SPLENDID EXHIBIT** **MADE IN AMERICA OF DRESS GOODS**

But every important color demanded by Dame Fashion is here, and some in special shades.

For Tomorrow Only

These One-Day Prices Will Prevail, So That You May Have
 a New Spring Frock at These Attractively Low Prices

54-Inch All Wool
Jersey Cloths, \$3.75 yd.
 In all the new Spring shades.

54-Inch Navy Blue
Tricotines, \$4.25 yd.
 Scarce, but popular—the fabric decreed by fashion. Exceptional value at **\$4.25 yard.**

54-Inch All Wool
Velour Checks, \$3.50 yd.
 Medium size checks, in Brown and White, Navy and White, and Black and White.

50-Inch All Wool
Navy Blue Serge, \$2.75 yd.
 A fine, firmly woven Serge made from selected woolen yarns, medium and dark Navy Blue.

40-Inch Black
Plaid Skirtings, \$3.55 yd.
 Solid blocks, medium and large plaid effects, in one, two, three and four-color combinations.

40-Inch Black
Wool Back Satin, \$3.75 yd.
 Rich Satin face, with a sturdy Wool back.

GIMBELS DRES. GOODS SECTION—Second Floor

54-Inch Super Black
Broadcloth, \$3.75 yd.
 Very lustrous and "soft as silk," and unique value.

40-Inch Black
Silk and Wool Poplins, \$1.85 yd.
 Finished with the "bloom" so characteristic of Poplin. Just enough wool to give body without being heavy.

Tricotines, \$3.50 yd.
 All wool, perfectly woven. Very much in demand. In all the new Spring shades, also in black. 48 in. wide.

Gimbels --- Preeminently the House of Fine Dinner Ware

Continues its "Sale for the Discerning" which offers

- Fine China
 - Superb Crystals
 - Fine Lamps
 - Oriental Vases
- at reductions
25% to 50%
 20% off "Open Stock"—China and Glassware

Made in—
America
 Semi-Porcelain.
 Nothing better of
 its kind.



Here's a Dinner Set that is very dainty and very good looking. Pale blue flowers copied from Chinese designs of Peonies on a soft cream ground. 51 pieces, enough for 6 persons. 100 pcs., enough for 12 persons, **\$25.00**

\$12.75

GIMBELS GLASSWARE SECTION—Fifth Floor